

Mayor's Capital Area Senior Activities Fair

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Lansing area seniors join us for a day of fellowship, education, health screenings, food and entertainment. This free event allows seniors to interact with a variety of vendors covering senior living to senior health. We

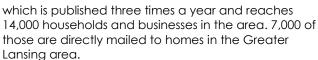
provide a free continental breakfast and full lunch, and round the day out with entertainment from a live band. This is a great day for seniors to relax and become informed on important senior related information.

Target Market

 Senior Citizens from Lansing and surrounding communities.

Exposure

 Event is advertised in our Community Activities Guide



- 19,000 direct mail postcards on this event is to all senior citizens in Lansing
- 400+ attendees

Timeframe

 Publicity begins in April and runs until the event in August



Sponsorship Opportunities:

Gold - \$1,000

- Banner displayed at event. (Sponsor provides banner)
- Sponsor recognized at sponsor event
- Acknowledgement in all news releases and flyers with sponsor logo
- Acknowledgement in event program with sponsor logo





 Sponsor will have opportunity to welcome seniors to the event.

Silver - \$750

- Sponsor recognized our sponsor event
- Acknowledgement in all news releases and flyers
- Acknowledgement in event program
- 1/4 page thank you in Fall Activities Guide
- Booth space at event

Bronze - \$500

- Acknowledgement in all news releases and flyers
- Acknowledgement in event program
- Listed in the Fall Community Activities Guide
- Booth space at the event



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